Creative Brief

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Project Title: The Glass Delusion

1. Project Overview

The microsite will present information about the Glass Delusion and contextualize it with historical examples and background information. It will also attempt to evoke some of the feelings of those who were afflicted with this illness through glass-like interactions and designs.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Glass_delusion. There is also contextual information on mass psychogenic illness at https://en.wikipedia.org/wiki/Mass_psychogenic_illness and on the invention of glass at https://en.wikipedia.org/wiki/Glass.

3. Audience

This is an informational site intended for those interested in learning more about the topic in a general sense. It won't be highly scientific but will be informative and fun!

4. Message

Psychogenic illnesses are weird and interesting insights into the human mind
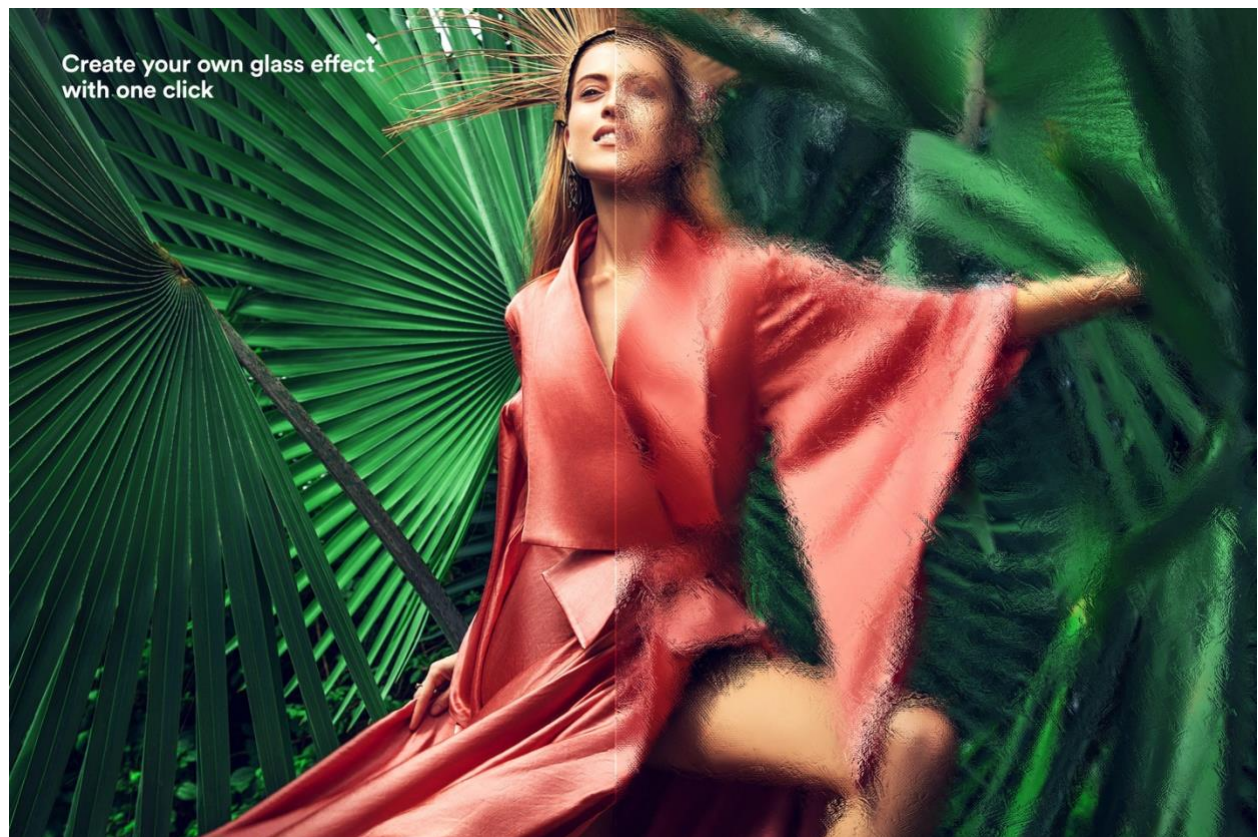
5. Tone

This is a serious illness, but it's also really strange and I want to acknowledge that. The site won't be making fun of the illness, but it will acknowledge its weirdness.

6. Visual Style

I would like the imagery and interactions of the site to mimic glass and glass shattering. Here are some examples of what I mean:

Drive   Calendar   More

Google

Gmail

Try to search something

Google Search   I'm Feeling Lucky

+You

Images

Search

Maps   Play   News

YouTube

SIGN IN

Advertising Programs   Business Solutions   Privacy & Terms   +Google   About Goo

https://elgoog.im/gravity/ - this one is about the interaction. Visit the site to see what I mean

Create your own glass effect
with one click

A glass effect to cover or obscure some of the content

A glass effect as the content itself